

Message Text

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PAGE 01 STOCKH 00877 241503Z

51

ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 COME-00 EB-07 INR-07 LAB-04

NSAE-00 PA-02 SIL-01 PRS-01 /035 W

----- 022596

R 241420Z FEB 75

FM AMEMBASSY STOCKHOLM

TO USDOC WASHDC

INFO SECSTATE WASHDC 3997

AMEMBASSY COPENHAGEN

AMEMBASSY HELSINKI

AMEMBASSY OSLO

UNCLAS STOCKHOLM 877

FOR BIC/OIM/DONALD TRAFTON

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: HOTEL & RESTAURANT SHOW

A. THE FOLLOWING ARE THE PRINTING DEADLINES FOR OUR MAILING:

1. 4-PAGE FOLDER. MAIN CONTENT A GENERAL PRODUCT DESCRIPTION IN THE FOUR NORDIC LANGUAGES. PRINTING DEADLINE MARCH 7. WE NEED A COMPREHENSIVE DESCRIPTION OF EXHIBIT ITEMS FOR ALL OIM VERBALS AS WELL AS OIM PARTICIPANTS FOR WHOME WE HAVE NOT RECEIVED PA'S.

2. 6-PAGE FOLDER CONTAINING LISTING OF PARTICIPANTS, BRIEFPRODUCT DESCRIPTION AND AGENT SEARCHING INFORMATION. PRINTING DEADLINE MARCH 24,

3. SHOW CATALOG WITH COMPLETE LISTING OF EXHIBITORS AND DETAILED PRODUCT DESCRIPTIONS AS WELL AS FULL INFORMATION ON NORDIC REPRESENTATION AND AGENT SEEKING. PRINTING DEADLINE APRIL 10.

3. TO GIVE SUBSTANCETO A SERIES OF PRESS RELEASES

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WE NEED EARLY INFORMATION ON NEW PRODUCTS,

PARTICULARLY SOPHISTICATED EQUIPMENT OR ANY OTHER
INFORMATION OF NEWS VALUE. APPRECIATE A CONTINUOUS
FLOW OF SUCH INFORMATION.
STRAUSZ-HUPE

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Message Attributes

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TAGS: BEXP, SW
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